India Goes Global, World Goes India: The Hygiene Industry Writes Its Next Chapter

What happens when an industry stops looking only at today—and begins imagining tomorrow?

The answer came alive in New Delhi on September 8–9, 2026, as **600 participants from more than 31 countries and 270 organisations** gathered for the 8th edition of BCH's **'Right' Hygiene Conference** at Andaz by Hyatt. More than a conference, it became a story of how India's absorbent hygiene industry has evolved—and where it could go next.

The timing was special: **20 years of 'Right' Hygiene**, which began in 2006. Its theme, **"India Goes Global, World Goes India,"** captured a changing landscape where Indian manufacturing, innovation and market opportunities are attracting growing international attention.

Across two days, industry veterans, manufacturers, converters, brands, technology providers and investors shared ideas on baby diapers, adult hygiene, feminine hygiene and wet wipes. Discussions moved from manufacturing efficiency and global trends to sustainability, consumer expectations, private labels and new market opportunities.

Then came something truly different: **"Meet Your Consumer."** Real consumer voices entered the industry conversation, while the Right Hygiene Supermarket and OEM Marketplace displayed more than **200 products and brands**. An exhibition featuring **55+ companies** added another dimension to the experience.



Excellence was celebrated too. **H.B. Fuller, Grasim Industries and KTEX Nonwovens** received Innovation, Sustainability and Made for India Awards respectively.









And perhaps the most powerful message was this: **the next chapter is already being written.**

With “Hygiene 2.0” emerging as a multi-billion-dollar opportunity, the industry stands at an exciting intersection of **innovation, sustainability, consumer needs and global ambition.**